

Past Experience with Telephone Service

	<u>All Customers</u>			<u>ULTS Subscribers</u>			<u>Quality ULTS don't have</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%	%	%	%	%	%	%
<i>As an adult</i>									
Usually had	95	95	95	90	91	89	92	86	94
Not had	5	5	5	10	9	10	8	14	6
<i>As a child</i>									
Usually had	76	76	76	60	63	60	60	57	61
Did not	24	23	24	39	36	39	38	42	37
Yes to both	74	74	74	57	59	57	55	51	57
Yes child/no adult	2	2	2	3	3	3	4	5	4
Yes adult/no child	21	20	21	32	31	32	35	34	36
No to both	3	3	3	7	5	7	3	8	1
Base	(2623)	(1297)	(1326)	(1297)	(550)	(747)	(326)	(198)	(128)

Source: Q.19, 20(C)

Field Research Corporation

Past Experience with Telephone Service

Table 5.3

Highlights

By ULTS Subscribers vs. Qualify for ULTS but Don't Have:

Those who have ULTS are very similar to those who qualify for it but do not have it with respect to having had telephone service as children as well as having "usually" had it as adults.

Other Experiences with Phone Service/Phone Company

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>	<u>%</u>
<i>Ever tried to get phone service in CA and not been able to get it?</i>											
Yes	1	1	1	1	1	1	1	1	2	-	1
No	99	99	99	99	99	99	98	98	98	97	99
Can't say	*	*	*	*	*	*	1	*	-	3	*
<i>Ever had phone service stopped by phone company?</i>											
Yes	11	13	11	10	13	24	4	3	6	5	6
No	88	87	89	90	87	75	96	98	94	95	94
Can't say	*	*	*	*	*	1	*	-	-	*	*
Base	(2623)	(1297)	(1326)	(1278)	(766)	(375)	(931)	(317)	(306)	(308)	(428)

Other Experiences with Phone Service/Phone Company

Table 5.4

Customers were asked if they had ever tried to get phone service in California and NOT been able to get it and if they have ever had their telephone service stopped by the telephone company.

Highlights

Virtually none of the current residential customers has tried to get telephone service in California and been unable to get it.

However 11% of the residential customers say they have had their telephone service stopped by the telephone company.

By company: No differences are seen by company.

By ethnicity/race: Black customers are the most likely, by far, to have had their phone service disconnected by the telephone company: 24% say this has happened to them. Hispanics are slightly more likely than Whites to have experienced this: 13% vs. 10%. Chinese, Korean and Vietnamese customers are the least likely to have experienced having the phone company disconnect their service: 3%, 6% and 5% respectively.

Low Income Seniors: Low income seniors are less likely than customers in total to have had their phone service disconnected by the phone company (6%).

Other Experiences with Phone Service/Phone Company

	<u>Hispanic</u>		<u>Asian</u>		<u>Chinese</u>		<u>Korean</u>		<u>Vietnamese</u>	
	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>
	%	%	%	%	%	%	%	%	%	%
<i>Ever tried to get phone service in CA and not been able to get it?</i>										
Yes	1	1	1	2	1	2	2	-	-	-
No	99	99	98	96	100	97	98	100	98	83
Can't say	*	*	1	2	-	1	-	-	2	17
<i>Ever had phone service stopped by phone company?</i>										
Yes	10	15	5	3	3	2	5	12	5	8
No	90	85	95	97	97	99	95	88	95	92
Can't say	-	*	*	-	-	-	-	-	*	-
Base	(444)	(322)	(771)	(160)	(186)	(131)	(289)	(17)	(296)	(12)

Source: Q.31, Q.21

* Less than 0.5%

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Other Experiences with Phone Service/Phone Company

Table 5.5

Highlights

By language dependency:

There is no indication that language dependent customers are any more likely than non-language dependent customers to have had their phone service disconnected by the telephone company. In fact, if anything, they are less likely than non-language dependent customers to have had a phone company disconnect -- 10% vs. 15% among Hispanics and 5% vs. 12% among Koreans (although the base is very small).

Hispanics: NLD Hispanics are more likely than LD Hispanics to have had their phone service disconnected by the phone company (15% vs. 10%).

Chinese: No differences are seen between LD and NLD Chinese customers on these measures.

NOTE: The large majority of Korean and Vietnamese customers are classified as language dependent (i.e. chose to be interviewed in their native language); thus, it is not possible to examine language dependency as a variable within each of these groups.

Other Experiences with Phone Service/Phone Company

	<u>All Customers</u>			<u>ULTS Subscribers</u>			<u>Qualify ULTS don't have</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%	%	%	%	%	%	%
<i>Ever tried to get phone service in CA and not been able to get it?</i>									
Yes	1	1	1	2	3	1	*	1	-
No	99	99	99	98	97	98	100	99	100
Can't say	*	*	*	*	*	*	-	-	-
<i>Ever had phone service stopped by phone company?</i>									
Yes	11	13	11	13	17	13	17	15	17
No	88	87	89	87	83	87	83	85	83
Can't say	*	*	*	*	-	*	*	1	-
Base	(2623)	(1297)	(1326)	(1297)	(550)	(747)	(326)	(198)	(128)

Source: Q31, Q21

* Less than 0.5%

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Other Experiences with Phone Service/Phone Company

Table 5.6

Highlights

By ULTS Subscribers vs. Qualify for ULTS but Don't Have:

There are no differences between ULTS subscribers and those who qualify for it but do not have it with respect to incidence of having tried to get phone service and having not been able to get it (virtually no one in either case). The incidence of having had phone service terminated by the phone company is slightly higher among those who qualify for ULTS but don't have it than among ULTS subscribers (17% vs. 13%).

GTE's ULTS subscribers are more likely than Pacific Bell's ULTS subscribers to report having ever had their telephone service disconnected: 17% vs. 13%.

Experiences of Phone Company Disconnects

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	%	%	%	%	%	%	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
							%	%	%	%	%
<i>Contact phone co. to talk about bill</i>											
Yes	46	36	49	41	40	58	45	25	41	60	52
No	44	58	39	43	57	40	55	75	59	40	36
Can't recall	10	5	12	16	3	3	-	-	-	-	12
<i>Aware could arrange to pay on installment</i>											
Yes, aware	44	39	45	42	45	49	50	25	53	60	44
Not aware/Don't know	56	62	55	58	55	51	50	75	47	40	56
<i>At time of disconnect —</i>											
R. wanted to continue	85	91	83	83	93	81	98	100	100	93	84
R. decided best to stop	13	6	16	15	7	18	-	-	-	-	12
Base (phone co. stopped service)	(370)	(202)	(168)	(150)	(106)	(93)	(40)	(8)	(17)	(15)	(25)

Source: Q.22, 24, 25(C)

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Experiences of Phone Company Disconnects

Table 5.7

As noted earlier, 11% of customers say they have had the phone company disconnect their service. This group was asked whether they contacted the phone company to talk about the bill, whether they are aware you can arrange to pay on an installment basis and whether, at the time of the disconnect, they, themselves, wanted to continue phone service or whether they decided it was best to stop service. Responses to these questions are shown opposite.

Highlights

Almost half (46%) of the phone company disconnects say they called the phone company to talk about their bill. 44% were aware they could arrange to pay the amount due on an installment plan, leaving more than half unaware of this (56%). At the time of the disconnect, most customers (85%) wanted to continue service.

By company: GTE disconnects are less likely to have called the phone company than Pacific Bell disconnects. A higher proportion of GTE disconnects wanted to continue their service (91% vs. 83% of Pacific Bell disconnected customers).

By ethnicity/race: The same general pattern of response is seen across all groups; no one group is notably less aware than any other.

Also, as noted below, awareness of the installment option does not appear to affect whether or not the person called the phone company: those not aware are about as likely to have called as those aware.

	Aware of <u>installment plan</u>	Not aware of <u>installment plan</u>
% who contacted phone company	52 %	45 %
Base	(172)	(179)

Reasons Did Not Contact Phone Company

• Among Phone Co. Disconnects

	<u>Total</u> %	<u>GTE</u> %	<u>PB</u> %	<u>White</u> %	<u>Hisp</u> %	<u>Black</u> %	<u>Asian</u> %
% of phone co. disconnects who did <u>not</u> call	44	58	39	43	57	40	55
<i>Reasons did not call (volunteered) —</i>							
Just forgot to pay/misplaced bill	49	43	51	60	49	17	59
Mistake by phone company	13	10	14	12	6	21	9
Did not have money to pay bill	7	7	7	4	10	13	9
Did not think it would help/ did not know you could do that	6	5	7	3	10	11	-
No longer had phone	5	7	4	8	1	*	-
No longer wanted service	1	-	1	-	3	-	-
Other	13	18	10	12	16	11	5
Don't know/No answer	10	10	10	5	5	28	23
Base	(162)	(100)	(62)	(70)	(53)	(32)	(22)

Source: Q.22, 23(C)

* Less than 0.5%

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Reasons Did Not Contact Phone Company

Table 5.8

Disconnects who did not call the phone company were asked why they did not do so.

Responses are shown opposite.

Highlights

As noted earlier, slightly fewer than half of the disconnects called the phone company to talk about their bill. When asked why they did not call, the most frequently cited reason was that they "just forgot to pay" or that they had "misplaced the bill". Some (13%) said it was a "mistake" by the phone company.

Thus, most disconnects talked about *why their phone was disconnected* rather than *why they did not call the phone company* about it.

In any event, relatively few disconnects who did not call the phone company mentioned any specific problem they felt they would have if they were to do so.

Reason(s) Respondent Decided Best to Stop

	<u>Total</u> %	<u>GTE</u> %	<u>PB</u> %
% of phone co. disconnects where R. decided best to stop	13	6	16
<i>Reason R. decided best to stop (read list) —</i>			
Cost related (net)	<u>78</u>	<u>72</u>	<u>79</u>
Bill larger than expected	72	60	73
Others using phone	59	55	59
Couldn't control # calls	50	37	52
Other (net)	<u>30</u>	<u>45</u>	<u>28</u>
No longer wanted service	29	36	28
Did not understand charges	4	13	3
Base	(50)	(23)	(27)

Reason(s) Respondent Decided Best to Stop

Table 5.9

13% of those who had service disconnected by the phone company said that they, themselves, (also) felt it was best to stop the service. This group was read a list of possible reasons why they felt that way and asked which applied to them.

Responses are shown opposite.

Highlights

First, only 13% of the small number of disconnects (11%) got to this point in the questionnaire, therefore, bases are small.

Most of this small group cite cost related reasons for thinking it best to stop service, but about one-third give other reasons, e.g. no longer wanted service or did not understand the charges.

Feelings about Contacting Phone Company

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	%	%	%	%	%	%	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
							%	%	%	%	%
<i>Contacting phone company is —</i>											
Very easy for me	80	76	80	80	82	79	70	73	62	75	80
Somewhat easy	12	13	12	13	11	13	14	15	17	8	9
Somewhat difficult	4	6	3	3	4	4	9	5	18	5	5
Very difficult	1	1	1	1	*	*	3	4	2	4	2
Difficult	4	7	4	4	4	4	13	9	20	9	7
Less than very easy	17	20	16	17	15	18	26	24	37	18	15
Base	(2623)	(1297)	(1326)	(1278)	(766)	(375)	(931)	(317)	(306)	(308)	(428)

Source: Q.27(C)

* Less than 0.5%

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Feelings about Contacting Phone Company

Table 5 10

All customers were asked how they felt about calling the phone company, i.e. did they find it very easy, somewhat easy, somewhat difficult or very difficult to do so.

Responses are shown opposite.

Highlights

The large majority of customers (80%) find it "very easy" to call the phone company about their service. Another 12% find it somewhat easy" and only 4% say it is difficult for them to do so.

By company: While the majority of GTE customers find it very easy to call the phone company, they are less likely to think it is "very easy" to do so than Pacific Bell customers.

By ethnicity/race: All three groups of Asian customers, especially Koreans, are less likely than Hispanics, Blacks or Whites to say it is easy to call. Koreans are the most likely of all groups to say it is difficult for them to call the phone company (20%).

Low Income Seniors: Just 7% of low income seniors say it would be difficult for them to call the phone company.

Feelings about Contacting Phone Company

	<u>Hispanic</u>		<u>Asian</u>		<u>Chinese</u>		<u>Korean</u>		<u>Vietnamese</u>	
	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>
	%	%	%	%	%	%	%	%	%	%
<i>Contacting phone company is —</i>										
Very easy for me	76	87	69	76	71	76	61	77	75	67
Somewhat easy	15	7	14	13	17	13	18	12	8	8
Somewhat difficult	6	2	10	6	5	5	18	12	5	17
Very difficult	*	1	3	3	5	2	2	-	4	8
Difficult	6	3	13	9	10	7	20	12	9	25
Less than very easy	21	10	27	21	27	20	38	24	17	33
Base	(444)	(322)	(771)	(160)	(186)	(131)	(289)	(17)	(296)	(12)

Feelings about Contacting Phone Company

Table 5.11

Highlights

By language dependency:

Hispanics: LD Hispanics are less likely than NLD Hispanics to say it is "very easy" to contact the phone company.

Chinese: No differences are seen between LD and NLD Chinese on this measure.

NOTE. The large majority of Korean and Vietnamese customers are classified as language dependent (i.e. chose to be interviewed in their native language); thus it is not possible to examine language dependency as a variable within each of these groups.

Feelings about Contacting Phone Company

	<u>All Customers</u>			<u>ULTS Subscribers</u>			<u>Qualify ULTS don't have</u>		
	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>Total</u>	<u>GTE</u>	<u>PB</u>
	%	%	%	%	%	%	%	%	%
<i>Contacting phone company is —</i>									
Very easy for me	80	76	80	79	72	80	82	74	85
Somewhat easy	12	13	12	12	16	11	10	14	9
Somewhat difficult	4	6	3	5	6	5	4	7	4
Very difficult	1	1	1	1	2	1	2	1	2
Difficult	4	7	4	6	8	6	6	8	5
Less than very easy	17	20	16	18	25	17	16	22	14
Base	(2623)	(1297)	(1326)	(1297)	(550)	(747)	(326)	(198)	(128)

Feelings about Contacting Phone Company

Table 5 12

Highlights

ULTS Subscribers vs. Qualify for ULTS but Don't Have:

There are no significant differences between those who have ULTS and those who qualify for it but do not have it with respect to how they judge the ease of calling the phone company.

What makes it difficult (volunteered) —

Net: cost (a)	3	2	3	4	*	1	1	1	2	-	2
Net: service	70	74	68	72	66	79	42	57	35	35	44

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Reasons Difficult for Respondent to Call Phone Company

Table 5.13

All those who rated it less than very easy to call the phone company were asked why they found it difficult to do so.

Responses are shown opposite.

Highlights

The highest ranking complaint among customers who find it less than "very easy" to call the phone company is being kept on hold too long: 24% cite this. Another 17% say it is hard for them to find the right number to call. 13% mention that it is difficult to call the phone company during business hours. No other single thing is mentioned by more than 10% of total customers who find it less than very easy to call.

By company: The pattern of response is about the same for both companies.

By ethnicity/race: Among Hispanic and Asian customers, concerns about language rank along with concerns about being kept on hold too long as the main reasons for feeling it is difficult to call the phone company. Whites are more likely than others to cite difficulties in finding the right number to call.

Low Income Seniors: Reasons cited are similar to those cited by other groups.

Reasons Difficult for Respondent to Call Phone Company

	<u>Hispanic</u>		<u>Asian</u>		<u>Chinese</u>		<u>Korean</u>		<u>Vietnamese</u>	
	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>	<u>LD</u>	<u>NLD</u>
	%	%	%	%	%	%	%	%	%	%
% Less than very easy to call	21	10	27	21	27	20	38	24	17	33

What makes it difficult (volunteered) —

On hold too long	34	29	21	24	20	15	22	25	18	75
Difficult to find right number; confusing	9	5	2	18	4	19	3	25	-	-
Hours	6	30	4	9	2	8	4	25	6	-
Impersonal/dislike computer	8	8	1	9	4	12	-	-	-	-
Line is always busy	5	11	3	3	6	4	3	-	2	-
Get nowhere/not helpful	3	1	5	15	12	19	2	-	6	-
Language: have to ask for (language)/no (language)	33	5	48	3	30	-	57	-	47	25
Reps rude/don't listen	*	2	2	-	2	-	3	-	-	-
Net: cost (a)	-	1	1	3	-	4	2	-	-	-
Net: service	59	81	36	77	46	77	34	75	31	75
Base	(103)	(47)	(210)	(34)	(50)	(26)	(109)	(4)	(51)	(4)

(a) includes "owe phone company money," "can't afford it," "can't pay deposit"

Source: Q 27, 28(C)

* Less than 0.5%

Field Research Corporation

Reasons Difficult for Respondent to Call Phone Company

Table 5.14

Highlights

By language dependency:

Language problems are cited by about one-third to one-half of the language dependent customers who find it less than very easy to call the phone company: specifically, 33% of LD Hispanics, 30% of LD Chinese, 57% of LD Koreans and 47% of LD Vietnamese who find it less than very easy to call cite language as the reason. The other most often cited problem is being kept on hold too long

Satisfaction with GTE/Pacific Bell Response

	<u>Total</u>	<u>GTE</u>	<u>PB</u>	<u>White</u>	<u>Hisp</u>	<u>Black</u>	<u>Asian</u>				<u>Low inc</u>
	%	%	%	%	%	%	<u>Tot</u>	<u>Chin</u>	<u>Kor</u>	<u>Viet</u>	<u>senior</u>
							%	%	%	%	%
<i>When you have contacted GTE/Pacific Bell, were you —</i>											
Very satisfied	79	68	82	79	86	77	56	51	50	68	82
Somewhat satisfied	12	19	10	13	7	16	18	27	15	12	7
Somewhat dissatisfied	2	4	1	2	1	*	4	4	6	3	1
Very dissatisfied	2	3	1	1	2	1	1	1	2	1	1
% Dissatisfied	3	6	2	3	3	2	6	5	8	3	3
% Less than very satisfied	15	26	13	15	10	18	24	32	24	15	9
Base	(2623)	(1297)	(1326)	(1278)	(766)	(375)	(931)	(317)	(306)	(308)	(428)

Source: Q.13(C)

* Less than 0.5%

Field Research Corporation